

# **FRIENDS OF THE PUBLIC GARDEN**

## **Development Narrative Report for the June 6, 2018 Board Meeting Prepared by Mary Halpin, May 22, 2018**

**Membership & Development:** see enclosed revenue report showing all funds received through April 30, 2018.

### **April was Membership Month**

During the month of April we recruited 71 new members. The Membership & Development Committee sent personalized letters to a list of new residents in Beacon Hill, Back Bay and downtown neighborhoods inviting them to join. Once again, these letters, which were personalized by Board members, were very successful with a 5.5% acquisition rate (that's high!) and bringing in 37 of the new members. Other ways new members were recruited were via an email campaign, social media outreach on Twitter, Facebook and Instagram. New Friends rack cards are on display at 17 local businesses and in four downtown residential buildings. *Thank you* to all the Board members who helped write thank you notes to these new Friends!

### **Green and White Ball**

On Friday, April 27, the Friends of the Public Garden hosted the revamped Green & White Ball at a new venue, the Four Seasons. The event had a new look and feel thanks to the new venue and our new partnership with Marc Hall Design and Frost Productions. The \$600,000 goal was exceeded ---with the total raised: **\$652,000!** Thanks to generous in kind donations, expenses were under budget at \$92,000, netting \$560,000. The cost to raise a dollar was only **.14**, which is very low for a special event. Many thanks go to our dedicated co-Chairs Tamar Frieze, Jackie McCabe, Ashley Harmon and Jessica Schmitz, and Honorary co-Chairs Julie and Ronald Druker. Special thanks go to all of our sponsors, including Ron Druker and the Druker Company, LTD, who were our Underwriter level sponsors for the event. Special thanks to our generous Board member sponsors: Beth Johnson, Alli and Bill Achtmeyer, Bear and Pam Albright, Katherine and Ian O'Keeffe, Barbara and Amos Hostetter, Leslie and Alastair Adam, Kate Enroth and Dana Schmaltz.

### **Summer Party**

Save the date for the party of the summer: the Friends Summer Party will once again be at The Roof at the Taj Boston hotel on **Wednesday, July 18<sup>th</sup> from 6-8pm**. Our lead sponsor for the event is the **Cambridge Trust Company**. Thanks go to Chris Anderson for inspiring their generous support.

This party sells out fast and tickets will be on sale in early June. For the past few years we have found this to be a great opportunity to recruit new members. We invite Board members who are in town that week to attend and help us bring in more members.

### **Tree and Bench program**

This program has been exceptionally busy this spring. On the enclosed spreadsheet, only \$41,500 is shown. To date we have already raised the entire annual goal of \$90,000 in tree and bench sponsorships. The Pinnacle Leadership Foundation, which is **Alan Lewis's** foundation has sponsored three trees on the Mall and two benches in the Garden. In May, we worked with **Peter Lynch** to dedicate a bench in the Garden in memory of his late wife Carolyn, on what would have been their 50<sup>th</sup> wedding anniversary.

### **Corporate, Foundation and Institutional Support**

#### **JCrew Fundraiser**

Local JCrew stores celebrated Earth Day (April 22) by donating 10% of all sales to the Friends of the Public Garden. We will be receiving a gift of \$4,977 in June.

#### **Duckling Day Corporate Sponsors**

Not shown entirely in the received revenue report which ends in April is the total of **\$9,000** in corporate sponsorship raised for Duckling Day. Sponsors included: **Stride Rite, \$5,000; Show Dogs (movie) \$1,000; Santander Bank, \$1,000; Unit Realty, \$1,000; The Advent School, \$500; EF Education, \$500.**

Due to the rainout of last year's event we allowed three sponsors to attend free of charge: **Capital One, Tufts Medical Center and Steve & Kate's Camp.** They paid a combined \$6,000 in sponsorship in 2017 which is not reflected in this year's event total. We will make every effort to bring them all back next year as paying sponsors once again, and hopefully have a banner year for corporate sponsor revenue!

Margaret Pokorny was successful in obtaining a \$15,000 grant from the **BPDA's Fenway Park Demonstration Project** funds to plant new trees in the Kenmore block of the Mall. In addition to previously facilitating a \$500,000 grant from the **Harold Whitworth Pierce Charitable Trust**, in April, Valerie Burns inspired an additional unrestricted gift of \$250,000 from the Trust.

New institutional support for *Making History on the Common* included a \$1,500 grant from the **Boston Cultural Council** and a \$3,700 grant from **The Colonial Society of Massachusetts**, specifically to support the Ancient Fishweir Project at the event. Unfortunately, Mass Humanities decided not to fund Making History this year.

**FY 2017 Development Report prepared May 22, 2018 by MH**

Jan-April 2018

	2018 YTD	2017 YTD	2018 Budget	%	2018 YTD	Annual Goal	2017 YTD	Comments
<b>Support</b>	\$				#			
<b>Membership</b>								
Renewals	\$70,249	\$73,522	\$510,000		169	1000	163	
New	\$15,600	\$21,025	\$60,000		102	300	85	
<b>Total Membership</b>	<b>\$85,849</b>	<b>\$94,547</b>	<b>\$570,000</b>	<b>15%</b>	<b>271</b>	<b>1300</b>	<b>248</b>	
<b>Other Contributions:</b>								
<i>Designated</i>								
<b>Boston Common:</b>								
Common Canine	\$2,500	\$350	\$25,000		2		4	
Common Support								
Mitigation		\$10,000	\$52,000				1	
<b>Total Boston Common:</b>	<b>\$2,500</b>	<b>\$10,350</b>	<b>\$77,000</b>					
<b>Commonwealth Avenue Mall:</b>								
Mall Support	\$2,700	\$2,535	\$10,000		2		2	
Bequest								
<b>Total Mall:</b>	<b>\$2,700</b>	<b>\$2,535</b>	<b>\$10,000</b>					
<b>Public Garden:</b>								
Ether Contributions	\$25	\$375			1		3	
Mitigation	\$52,000		\$129,000		2			Heritage on the Garden
Public Garden Support								
White Memorial								
<b>Total Public Garden:</b>	<b>\$52,025</b>	<b>\$375</b>	<b>\$129,000</b>					
<b>All Parks:</b>								
Sponsored Benches	\$10,000	\$22,737	\$30,000		1		20	
Sponsored Trees	\$31,500	\$49,935	\$60,000		7		18	
<b>Total All Parks:</b>	<b>\$41,500</b>	<b>\$72,672</b>	<b>\$90,000</b>					
<b>Total Designated:</b>	<b>\$96,025</b>	<b>\$85,932</b>	<b>\$306,000</b>					
<b>Undesignated:</b>								
Corporate	\$3,021	\$52,821	\$6,000		4		7	Emerson College \$500; Conventures \$2,500
Gifts	\$307,855	\$125,790	\$10,000		19		8	Pierce Trust \$250K; Peter Brooke \$50K; & various memorial gifts
Bequests	\$50,000		\$0					From the Estate of Anne Brooke, unrestricted bequest
<b>Total Undesignated</b>	<b>\$360,876</b>	<b>\$178,611</b>	<b>\$16,000</b>					

<b>Total Other Contributions</b>	<b>\$456,901</b>	<b>\$264,543</b>	<b>\$322,000</b>	<b>129%</b>
<b>Development Events:</b>				
Green & White Ball	\$500,400	\$496,200	\$600,000	
Other-Summer Party/Auction			\$25,000	
Young Friends	\$1,125	\$820	\$3,000	
<b>Total Development Events</b>	<b>\$501,525</b>	<b>\$497,020</b>	<b>\$628,000</b>	
<b>Public Programs:</b>				
Making History Day	\$1,500		\$16,000	
Duckling Day	\$4,970	\$8,430	\$15,000	
Brewer Plaza activities				
PG Tour donations				
<b>Total Public Programs</b>	<b>\$6,470</b>	<b>\$8,430</b>	<b>\$31,000</b>	
<b>Total Events &amp; Programs</b>	<b>\$507,995</b>	<b>\$505,450</b>	<b>\$659,000</b>	<b>77%</b>
<b>GRAND TOTAL INCOME:</b>	<b>\$1,050,745</b>	<b>\$864,540</b>	<b>\$1,551,000</b>	<b>68%</b>

129		101	
37		25	Winter Social at Parker House
82		26	New Boston Cultural Council grant \$1,500 Corp sponsors: Unit Realty and Allied Integrated Marketing - Show Dogs